



# BRETT JEFFREYS

**Inspirer**  
DISC Type : di

**Global Brand Director | Woodford Reserve at Brown-Forman**  
Louisville, Kentucky, United States

## Overview

Brett has no verified overview

### 👉 Personality Overview

Generous      Charming & Persuasive      Fast Adopter

They measure a product on its merit but can be influenced by strong testimonials. They respond well to objective pitches but also attach some value to relationships. They don't mind taking a stand if they believe in something.

### 👉 Topics They Care About

Brett has no verified topics they care about

## Media Appearances

Brett has no verified media appearances

## Work History

- 1-2025  
Global Brand Director | Woodford Reserve at Brown-Forman
- 8-2021 - 1-2025  
Integrated Marketing Communications Director | USA&C Portfolio at Brown-Forman
- 10-2020 - 8-2021  
Senior Brand Manager | Woodford Reserve at Brown-Forman
- 3-2017 - 9-2020  
Brand Manager | Woodford Reserve at Brown-Forman
- 3-2015 - 5-2017

## Education

- 1995 - 1999  
Bachelor from Brock University
- Education details unavailable from Pickering High School

Global Integrated Communications Director |  
Woodford Reserve at Brown-Forman

## More Information

### Social Presence :



### Prographics :

Exp : **26** Location : **Louisville, Kentucky, United States** Job Level : **Mid-senior**

Designation : **Global Brand Director | Woodford Reserve at Brown-Forman**

## Insights For Selling To Brett

### 👉 During A Call Or A Meeting

#### DO's

- Get them to a point where they are ready to bat for your product internally
- Clearly address the competitive aspects
- Acknowledge their status and position during the conversation

#### DONT's

- Don't be very informal even if they are being so themselves
- Don't keep repeating the same information, it could make them impatient
- Avoid focusing only on the product or its ROI, keep building trust subtly

## 👉 When Cold Calling

### Insights

Pattern Interrupt: Confident style, with a mix of informality and formality gets their attention.

Pace: Speak slightly fast. Sound like a 'gets shit done' person.

Tone: Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

Tactics To Win: Strong words, focus on results, respectful confidence

Mistakes To Avoid: Apologizing, nervousness, information overload, social proof

Making The Ask: Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

Subconscious Driver: Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

### Script

Greeting: Brett, this is [user\_fname] at [user\_companynamewordstwowords].

Opener: In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

Introduction: We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

Ask: Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

Close: [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect\_email] works well?

## 👉 When Writing An Email

Subject: Exciting, direct

*Example: John, quantum jump', 'Is it game over?' etc.*

Salutation: No

*Example: Skip 'Hi', 'Hey' etc., use only the first name*

Greeting: No (Or say something unique)

*Example: Skip anything, or say something unique like 'What an exciting discussion it's been!'*

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Informally state your ask

*Example: Something like 'John, if you are on, let's finalize tomorrow?'*

Complimentary Close: Unique, casual

*Example: Something like 'Looking forward!', 'To new beginnings!' etc.*

Tone of Words: Informal, direct

Overall Messaging: Focused on personal achievement

Length of Mail: Short

*Example: Ideally upto 100-120 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Brett is

- *Product value plays a big role, followed by relationship and a sense of achievement.*

Will you ever get a clear answer from Brett

- *If they do not firmly believe in you, they will refuse without hesitation.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Brett Move?

- *If they develop confidence in your product and you, then they can make fast decisions.*

Can Brett Take Some Risk Or Not?

- *If necessary, they have the ability to take risky decisions.*

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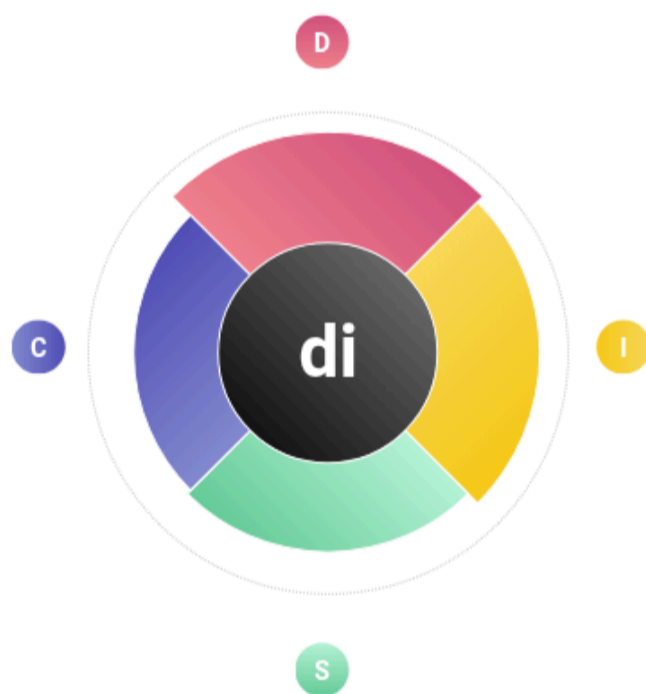
## You And Brett

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Brett's Key Traits



### **DOMINANCE**

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.

### **INFLUENCE**

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.